

## CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- 1 1. A method for directing navigation of a visitor to a World Wide Web site, comprising:  
 2 receiving at least one search term from a visitor to a World Wide Web site;  
 3 selecting a navigation path based, at least in part, on said at least one search term,  
 4 wherein said navigation path is selected from a plurality of navigation paths; and  
 5 directing said visitor along said navigation path automatically.
- 1 2. The method of claim 1, wherein said selecting a navigation path comprises:  
 2 scoring said at least one search term.
- 1 3. The method of claim 1, further comprising:  
 2 associating a point value with each of a set of potential search terms.
- 1 4. The method of claim 3, wherein said selecting a navigation path comprises:  
 2 determining a score based at least in part on point values associated with said at least  
 3 one search term.
- 1 5. The method of claim 4, wherein said score is also based at least in part on demographic

2 information associated with said visitor.

1 6. The method of claim 4, wherein said score is also based at least in part on an occurrence of an  
2 external event.

1 7. The method of claim 4, wherein said selecting a navigation path comprises:  
2 determining said navigation path based, at least in part, on said score.

1 8. The method of claim 1, further comprising:  
2 associating each of said plurality of potential navigation paths with a respective one  
3 of a plurality of score ranges.

1 9. The method of claim 8, wherein said determining a navigation path comprises:  
2 determining a score for said at least one search term, wherein said score of said at  
3 least one search term is within a scored range associated with said navigation path.

1 10. The method of claim 8, further comprising:  
2 establishing a rule under which said navigation path can be selected from one of said  
3 plurality of potential navigation paths.

1 11. The method of claim 1, further comprising:

2 establishing a rule under which said navigation path can be determined

1 12. The method of claim 1, further comprising:

2 receiving compensation for directing said visitor to a specific World Wide Web site

3 based on said at least one search term.

1 13. The method of claim 1, further comprising:

2 determining demographic information about said visitor.

1 14. The method of claim 1, wherein said directing said visitor along said navigation path includes  
2 at least one of the following:

3 automatically serving a jump page to said visitor;

4 automatically opening a window for said visitor;

5 automatically directing said visitor to a new World Wide Web site; and

6 automatically directing said visitor to a new Web page of said World Wide Web site.

1 15. The method of claim 1, wherein said directing said visitor along said navigation path includes  
2 serving a jump page to said visitor, said jump page including at least one of the following:

3 a link to a new World Wide Web site;

4 a link to a Web page on said World Wide Web site;

5 a link to filtered search results; and

6 a link to unfiltered search results.

1 16. The method of claim 1, further comprising:

2 establishing a rule that must be satisfied before said visitor can be directed along said  
3 navigation path; and

4 determining if said at least one search term satisfies said rule.

1 17. The method of claim 1, further comprising:

2 associating each of said plurality of navigation paths to at least one of a plurality of  
3 combinations of search terms, wherein said navigation path is selected only if said at least  
4 one search term includes a combination of search terms associated with said navigation path.

1 18. A system for directing navigation of a visitor to a World Wide Web site, comprising:

2 a memory;

3 a communication port; and

4 a processor connected to said memory and said communication port, said  
5 processor being operative to:

6 receive at least one search term from a visitor to a World Wide Web  
7 site;

8 select a navigation path based, at least in part, on said at least one  
9 search term, wherein said navigation path is selected from a plurality of

10 navigation paths; and  
11 direct said visitor along said navigation path.

1 19. A computer readable medium for use in a server hosting a World Wide Web site, the  
2 computer readable medium storing a computer program comprising:

3 computer readable means for obtaining at least one search term from a visitor to a  
4 World Wide Web site;

5 computer readable means for determining a navigation path based, at least in part, on  
6 said at least one search term, wherein said navigation path is determined from a plurality of  
7 navigation paths; and

8 computer readable means for establishing said navigation path for said visitor.

1 20. An apparatus for directing navigation of a visitor to a World Wide Web site, comprising:

2 means for obtaining at least one search term from a visitor to a World Wide Web  
3 site;

4 means for determining a navigation path based, at least in part, on said at least one  
5 search term, wherein said navigation path is determined from a plurality of navigation paths;

6 and

7 means for establishing said navigation path for said visitor.